

Research Support Fund Communications Strategy Summary

To comply with the requirements to receive funds through the Research Support Fund (RSF) program Saint Mary's will enact the following communications tactics throughout the year.

- Any research related stories (article, video or audio clip) shared through the Saint Mary's website, in the news section or on the landing page will acknowledge the impact of RSP funding.
- Any posts on Saint Mary's social media channels that highlight University research will include and acknowledge of RSP support in the posting. If room does not allow direct acknowledgement (i.e. Twitter character limitations) a link to the news being shared in the post will include the RSF acknowledgement.
- Faculty newsletters – Saint Mary's three faculties, Arts, Science and the Sobey School of Business send weekly newsletters to members of faculty, staff and students. Within these newsletters are upcoming events, faculty news and highlights from faculty projects, research and milestones. Any research stories or briefs will acknowledge the support of RSF.
- Media pitching and contact – Any stories being pitched to the media, through news releases, advisories or any other pitching method that involves University research will acknowledge the support of RSF in the release, advisory, etc. Although we cannot guarantee this information will make it into the media coverage it will be recommended that anyone doing interviews also acknowledges the support of RSF.
- Presentations/Lectures – Any research related presentations will acknowledge RSF support. This could be a verbal acknowledgement or acknowledgement through inclusion of RSF on the benefactors/thank you page of a slide show presentation.